

Chinese Delicacies!

Millions of homemakers have been awaiting this announcement. LA CHOY products are back. Here is a variety of Chinese delicacies that will brighten your weekly menus and win praise from the whole family. It's so easy and inexpensive to make your own Chop Suey or Chow Mein. Insist on the genuine ingredients. Remember the name LA CHOY. Ask your grocer for La Choy Sprouts, La Choy Chow Mein Noodles, La Choy Soy and Brown Sauces. The recipe for delicious Chop Suey is printed on the label. All you need is a bit of fresh or leftover veal, pork, or chicken, celery, onions. Use shrimp or tuna instead of meat on Fast Days.

NEW YORK, N. Y., March 21st—Did you know that food and beverages often inspire new styles in home furnishings? Take the early days of tea drinking in Europe, for instance. When the new drink was brought from the Orient, porcelain cups were brought along to make sipping it a pleasure. Soon the making of chinaware became an important industry in many places . . . and pewter and wooden tankards were forgotten. Next week I'll tell you how tea inspired another Adventure in Gracious Living.

There's one fact I'd like to repeat over and over. **NEW AND dirt** are both problems when you tackle kitchen and bathroom cleansing. And that's the reason I recommend **OLD DUTCH** to you. It's the one cleanser that dissolves grease winking-quickly . . . and contains Seismote, a fast-acting dirt remover that whispers "Scimitar" to the ideal combination of grease-dissolver, **PLUS** Seismote (found **ONLY** in **OLD DUTCH**)! . . . so you get a special, fast cleansing action no other cleanser has. Try **OLD DUTCH** and you'll agree with what tests with well-known cleansers have shown . . . that **Old Dutch** is the easiest and quickest of all!

Surprise your Guests!

Don't be flustered if "important" guests come to dinner unexpectedly. Quick as a flash you can serve them that main course dish everybody loves . . . **CHEF BOY-AR-DEE Ravioli**. These "little savory ravioli sauce" stuffed with the choicest beef and blended-in vegetables, make a superb "company" dinner, and with the least possible expenditure of time and trouble. Just open the jar . . . heat . . . serve on your prettiest platter, with your own savory ravioli sauce poured over them. That sauce is the secret recipe of a famous chef—so if your guests "rave" and ask for the recipe, surprise them. Tell them **CHEF BOY-AR-DEE Ravioli** comes straight from your Grocer's shelf . . . *ready to serve!*

1030 Opportunities To Win Admiral Electric Phonograph!

What, Santa Claus in Spring? Looks that way . . . for you've got 1030 opportunities of being given a handsome **ADMIRAL Electric Phonograph** with Automatic Record Changer that plays 10 to 12 records of uninterrupted music! Exactly that many coveted **ADMIRAL** prizes are being given away in this easy contest that totals over \$56,000 worth of prizes . . . so you've a thousand-and-thirty opportunities to win one! So grab your pencil, pen or get out the typewriter . . . and let's begin!

HERE'S HOW TO ENTER

Write this statement on a sheet of paper: "Brides of any year should use **BISQUICK** because . . ." And then think a minute. Don't get confused with fancy writing, spelling or grammar . . . just complete the sentence in 25 additional words of your plain, everyday words that tell **WHY** you think this is so. Entries will be judged on aptness, uniqueness and originality . . . not for "high falutin'" writing! Make as many entries as you like . . . the more you send, the more likely you are to win! But be sure to **PRINT** your name and address and enclose 1 (one) box-top from a **BISQUICK** package with each entry. Mail to Nancy Sasser, 271 Madison Avenue, New York 16, N. Y. Entries must be post-marked on or before midnight, March 31, 1947. (Duplicate awards made in case of ties.)

Here's wishing you success . . . for an **ADMIRAL Electric Phonograph** with its Automatic Record Changer can bring you limitless joy! Many Grocers have complete contest rules. Be sure to enter!

Since Spring is surely "A Salad Season," you'll be looking for the ideal bread to serve with the varied fruit and vegetable concoctions you dream up. And I'd like to nominate **RY-KRISP**, the crisp and crunchy water-thin rye bread, as the ideal mate to good salad. Each slice contains only 23 calories, you know . . . and yet this 100% whole grain bread is nutritious and rich in minerals and provides essential bulk in the diet. Serve **RY-KRISP** as it comes from the famous checkerboard packages . . . toast, or spread with cheese. It's as delicious with soups, cold meats and as a dinner bread, as it is with salads!

Here's appetite-bait that's just plain **GOOD** for every member of the family . . . crisp brown cookies! But be sure to use **NABISCO 100% BRAN** in the recipe . . . for it's finer-milled to insure fine-grained, feather-light baking!

CRISP BRAN COOKIES

Soak 1 cup **NABISCO 100% BRAN** in 1 cup milk. Cream ½ cup shortening; ¾ cup sugar and ½ tsp. grated lemon rind. Add 1 egg; beat well and combine with soaked bran. Stir in 2 cups baking powder, ½ tsp. salt and 1 tsp. ginger. Stir into first mixture. Drop by tablespoonfuls 2 inches apart on greased sheet. Bake in moderately hot oven (375° F.) 8 to 10 minutes. Cool and decorate with chocolate icing if desired.

Remember that **NABISCO 100% BRAN** helps furnish important diet bulk, so it's as good **FOR** you as it tastes **GOOD** to you!

The very first dash of **VITALOX** I used proved it to . . . That there's just NO excuse for namby-pamby gravies . . . watery sauces or flat thin-tasting stews. With a jar of **VITALOX** . . . **ARMAR's** famous beef-flavor-maker, even an "initiate" in a kitchen can turn out rich, delicious gravies . . . savory sauces and stews, quickly and economically! The cost of each serving is very small, but in most instances just "dash" a bit of **VITALOX** is called for. Since that dash "does it" . . . makes a dull dish meaty and marvelously good! Ask your Grocer for **VITALOX**. Get under way with the recipes right on the bottle, then write Nancy Sasser, 271 Madison Ave., New York 16, N. Y., for your FREE copy of Marie Gifford's Folder of special tested recipes!

Quick and Easy!

If you have never used **KNOX Gelatine** to make your own flavored gelatine desserts (with fruit juices or the flavored beverage powders) or to make other delicious desserts and appetizing salads, you just don't realize how quick and easy it is and how much more satisfactory from every point of view. Those who really appreciate good, wholesome food use **KNOX Gelatine** frequently. **KNOX** is a very versatile product—there are over one hundred exceptionally delicious salads, pies and other famous desserts that are being served daily in thousands of homes. And because you can always depend on the uniform high quality of **KNOX Gelatine** is that another reason why it is in such great demand. I am always proud to serve delicious **KNOX** dishes and I never hesitate to tell my friends how quick and easy they are to prepare. And how dependable and economical! Recipes in every package!

If babies could read a menu listing all of these delicious desserts specially prepared for them by the H. J. Heinz Company, they'd certainly have a time deciding which one to have for dinner! You'll find all of these right on your Grocer's shelf . . . so when the doctor says your baby is ready for fruits and desserts, let him choose his own "favorites" by tasting them:

Strained Apricots and Apple Sauce	Strained Peaches
Strained Prunes	Strained Pears and Pineapple
Strained Apple Sauce	Strained Custard Pudding
Strained Orange Pudding	Strained Apple Crum. Pudding

Taste for yourself and 1-2-3 you'll see why conscientious mothers let **H. J. HEINZ Baby Foods** take over all problems of what to feed babies. From pre-cooked cereals and soups, to strained vegetables, meats and desserts, they're tempting, wholesome in flavor . . . natural, appetizing in color, and smooth, full-bodied in texture. Vitamin and mineral content are preserved to a high degree by expert cooking, then vacuum sealed in. Ready-to-serve, you'll find every **Baby Food** in the long line up to the **HEINZ** 75-year-old reputation for outstanding quality! Ask for **HEINZ Baby Foods**!

Home-made Flavor!

I've tried my hand at Sherlock Holmes—recently . . . trying to solve the mystery of what makes a really **GOOD** chili sauce. And from all the people I've asked, one answer came up: "Good, old-fashioned chunkiness!" That's why I urge you to try **SNIDER'S Old Fashioned Chili Sauce** . . . it's so different! Tomatoes are hand-peeled, hand-cut and used in the natural chunky state, rather than churned into a waterness. Zest and tang are given to **SNIDER'S Old Fashioned Chili Sauce**, of course, by Grandma Snider's country-kitchen methods . . . which pack into a home-made flavor that's hard to elsewhere! I urge you to insist on **SNIDER'S** when asking for "Chili Sauce" . . . easy to identify at your Grocer's by the lively **Snider Folks** on the label!

... Starry-eyed—that's what you'll be when you see the brand-new **FRIGIDAIRE Electric Range**. Just imagine! The handsome cabinet is finished in gleaming-white porcelain, with beautifully designed chrome handles and a fluorescent cooking top lamp. The top flows in one smooth, unbroken line from the top of the back panel, across the broad cooking surface, down over the switches. The new **Con-Master** control is easier than ever to set for cooking even a big double roast at a kitchen clock. Frigidaire's extra-big **Even-Heat** Oven, of course, and famous **Radiantube** Heating Units. And a new storage drawer runs the full width of the range. Yes, it's a range to make any homemaker starry-eyed! See your Frigidaire Dealer, and admire this brand-new and wonderful **FRIGIDAIRE Electric Range**. Made by Frigidaire Div. of General Motors.

Officially, March 21st is **S-p-r-i-n-g**—so naturally **Spring Salads** come to mind. But since it's a bit too soon to serve a cold salad for supper, here's a **piping hot** one. **TRY IT!**

SPAM 'N' HOT POTATO SALAD: Slice half a whole **SPAM**. Dice the rest and brown both slices and cubes with onion in hot fat. Remove slices and make a white sauce dressing with milk, sugar, salt and pepper. Add sliced cooked potatoes. When mixture is piping hot, turn into bowl and add crinkle-cut potato salad, onion and radishes. Top with **SPAM** slices and serve **h-o-t!**

Crisp and crunchy in places as a salad should be—yet a hot, substantial dish at the same time, with that all-purpose and tender-ham **SPAM** flavor seeped all the way through! Copy this recipe and file it under "SPAM Specials"—for I'll be giving you more!